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### UM launches new YouTube web series with President Dennison

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## **NEWS RELEASE**

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Oct. 5, 2009

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### **UM LAUNCHES NEW YOUTUBE WEB SERIES WITH PRESIDENT DENNISON** **MISSOULA –**

A new Web exclusive video series titled, “YouChat With President Dennison” launched today on The University of Montana’s official YouTube channel.

The new series is aimed at UM’s student body and gives UM President George Dennison an opportunity to address students directly about issues and decisions made at the administrative level on current topics that are relevant to their college experience.

“It’s not atypical for university presidents to address students, staff, faculty and public through yearly ‘State of the University addresses,’” said Brianne Burrowes of University Relations, the host and a co-executive producer of the series. “We want to provide a way for students to better connect with President Dennison beyond listening to a typical speech. So we decided to pivot off President Barack Obama’s weekly YouTube addresses and speak to our students through a medium of growing relevance to them – the Web.”

The series, which is filmed and edited by two UM students, draws inspiration from skate videos and late-night TV, so UM can better identify with its college-aged audience.

In the first video Dennison discusses the campus building boom and renovations to existing buildings and when UM anticipates completion of the projects. The second video highlights UM Homecoming festivities. A third video, in which Dennison discusses steps campus is taking to protect student health during an H1N1 epidemic, will premiere Friday, Oct.

16. After that, new "YouChat With President Dennison" videos will launch on UM's official YouTube channel twice a month.

At the end of each video, Dennison encourages students to respond on UM's YouTube channel with a video response or comment.

"This video series allows me to address issues of importance to students in a new way," Dennison said. "I think it's good to capitalize on meeting our students where they already spend an abundant amount of time – on the Web. I hope students will enjoy these videos and take the opportunity to leave me a comment or video response. This series is about not just talking to students, but engaging in dialogue with them."

UM's official YouTube channel can be found at <http://www.youtube.com/UniversityOfMontana>. For more information, call Burrowes at 406-243-2488 or e-mail [brianne.burrowes@umontana.edu](mailto:brianne.burrowes@umontana.edu).

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